



## Vacancy – Marketing Assistant

<b>Job Title:</b>	Marketing Assistant
<b>Responsible to:</b>	Lead Marketing Officer and the Head of Commercial and Marketing
<b>Location of work:</b>	Shrewley, Warwickshire (Office based, combined with home working)
<b>Job Type:</b>	Full Time
<b>Hours of Work:</b>	9.00am-5.00pm Monday to Friday
<b>Salary Band:</b>	£23,000 - £26,000

This is an exciting opportunity for an ambitious individual to join our marketing team and make an impact. The role of Marketing Assistant is varied and offers the opportunity to be involved in several projects across The Pony Club.

As a charity it is key that we focus on our charitable purpose and that the marketing team delivers results to drive the growth of the organisation and support our volunteers. Having the ability to work with all key stakeholders across the UK will be vital in this role.

### Key responsibilities:

- Support the wider business with communications, content creation and website content support.
- Utilising digital marketing tools such as Google Analytics and Search engine optimisation (SEO).
- Support the Marketing Intern with Social Media plans and content creation.
- Assist the Lead Marketing Officer and Head of Commercial and Marketing with digital marketing.
- Creation of email communications.
- Respond to contacts from the communications inbox, in a timely manner.
- Attend shows and events to conduct several tasks from collecting content, to setting up and manning stands.
- Provide cover for other team members.

### Skills and Experience desired:

- Attention to detail and ability to challenge.
- Ability to stay focused on a sole project to meet deadlines.
- Excellent verbal, written and inter-personal skills.
- Ability to work on own initiative and alongside agencies.
- Positive attitude and willingness to learn.
- Willing and able to embrace wider organisational priorities across the organisation and be a strong team player.

**Benefits:** In return for working at The Pony Club you will receive 25 days off a year holiday (pro rata) plus bank holidays, office closure over Christmas. The role offers opportunities for development and growth and the successful candidate will be able to join the generous pension scheme and health care plan.

At The Pony Club we are passionate about our commitment to diversity, inclusion and removing barriers. Should you like to discuss any reasonable adjustments or changes to our recruitment process to support you to be your best then please get in touch. You can get in touch with us either via email at [HR@pcuk.org](mailto:HR@pcuk.org), or if you would prefer a video call then we can arrange this using Microsoft Teams.

The Pony Club holds Togetherness, Empathy, Respect and Learning as our core values. We positively encourage applications from suitably qualified, experienced, and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status or pregnancy and maternity. We actively embrace our differences and know that it is our differences that make us unique. You are very welcome at The Pony Club, without the need to hide any part of who you are.

**Person Specification  
Marketing Assistant**

	<b>Attribute</b>	<b>Essential or Desirable</b>	<b>How Identified</b>
<b>Knowledge &amp; Understanding</b>	• Experience working in a Marketing Team, with a good general knowledge of marketing activities.	Essential	Application/Interview
	• Knowledge and understanding of working in the Charity sector and/or a Membership organisation	Desirable	Application
	• Understanding of the Pony Club and its organisation, in particular its branch and centre structure	Desirable	Application
<b>Experience and Education</b>	• Evidence of developing positive relationships with people	Essential	Application
	• Experience working independently and as part of a team		Interview
	• Educated to degree level	Desirable	Application
	• Marketing / other relevant qualification	Desirable Desirable	Application Application
<b>Skills &amp; Abilities</b>	• Ability to set and achieve targets to agreed deadlines	Essential	Interview
	• Strong planning, organisational and time-management skills		Interview
	• Ability to cope with conflicting demands		Interview
	• Excellent Administrative and IT skills		Application
	• Excellent communication skills using traditional, modern and emerging media		Interview
	• Commitment and passion for Equestrian Sport		Interview

<p><b>Behaviours &amp; Characteristics</b></p>	<p><b>Progressive:</b> Embracing and promoting new thinking, Innovation, Creativity and Problem Solving</p> <p><b>Respectful:</b> Setting the highest standards for Respectful Behaviour, Role modelling, and Respecting others' Opinions and Values.</p> <p><b>Inclusive:</b> Championing Inclusivity and leading the way to ensuring that Equestrianism is and remains an opportunity for all.</p> <p><b>Excellent:</b> Striving for excellence in performance, stretching targets and exceeding expectations.</p> <p><b>Accountable:</b> Honest, open and accountable.</p>	<p>Essential</p>	<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
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